



**Michigan
Municipal
Executives**

A State Affiliate of ICMA

**2018 Winter Institute
Sheraton Hotel
Ann Arbor, MI**

Tuesday, January 30

Noon–6:00 pm

Registration Open

Location: Michigan Concourse

1:00–3:00 pm

Pre-Conference Workshop:

Cyber Security for Local Government

Location: Michigan IV

Government data and online accounts are valuable to criminals. Every person in an organization has a role accounts and data. This workshop teaches 5 simple steps to improve cybersecurity for any organization.

Speaker: Kristin Judge, National Cyber Security Alliance

Cost: \$25.00 (Pre-registration requested.)

3:30–5:15 pm

Symposium on Women in the Profession

Location: Michigan IV

In 2014, the ICMA Task Force on Women in the Profession issued a report and series of recommendations to the ICMA Executive Board. This session will provide an update on the progress of the recommendations, as well as discussion about next steps. Time will also be allotted for Q&A and networking among participants.

All MME members are welcome and encouraged to attend.

Moderator: Rebecca Fleury, City Manager, Battle Creek

Speaker: Pam Antil, President, League of Women in Government & Assistant City Administrator, Santa Barbara, CA

Sponsored by GovHR

5:30–7:30 pm

Welcome Reception

Location: Buffalo Wild Wings
3150 Boardwalk Drive
Ann Arbor, MI 48108

Sponsored by RW Baird

Wednesday, January 31

- 8:00 am–5:00 pm** **Registration Open**
Location: Michigan Concourse
- 7:30 am-8:30 am** **Coffee Hour for New Members, First-Time Attendees, and Students (All Members are Welcome)**
Location: Michigan I/II (General Session Room)
Welcome to MME's 2018 Winter Conference! Get a jump start on networking by joining MME Board Members and leadership from each of the Committees for coffee. A short overview of MME and plenty of friendly faces will be on hand to help you make the most of your conference experience & your MME membership.
- 8:00 am–5:00 pm** **ICMA-RC Consulting**
Location: Grande Ballroom I
- 8:00 am–5:00 pm** **Executive Coaching**
Location: Board Room and Coaches Room
CC1: TBD
CC18: TBD
- 8:45–9:00 am** **Welcome & Opening Comments**
Location: Michigan I/II
Speakers: Keith Van Beek, MME President & Deputy County Administrator, Ottawa County
Christopher Taylor, Mayor, Ann Arbor (invited)
- 9:00–10:15 am** **Opening General Session**
Location: Michigan I/II
Moderator: Jessica Lienhardt, Asst. to the City Manager, Brighton
- 10:15–10:30 am** **Break**
- 10:30 am–12:00 pm** **Concurrent Sessions**
- Infrastructure Funding Trends in Michigan**
Location: Michigan III
The cost of living keeps climbing. Municipalities hammered by falling income and legacy costs. Potholes. Leaky sewers. Unfunded stormwater mandates. New legislation and rules. Asset Management. MDEQ. MEDC. Trump. Snyder. This session looks at where we see Michigan heading with infrastructure funding, its effect on budgets, industry trends, and examples.
Moderator: Eilis Seide, Asst. to the City Manager, East Lansing
Speakers: Jim Hegarty, PE, Senior Project Manager, Prein&Newhof
Brian Vilmont, PE, Senior Project Manager, Prein&Newhof
- Keys to a Successful Millage Proposal**

Location: Michigan IV

Sharing the city's vision for change, community growth, and the need for financial support from residents/businesses is especially difficult in tough financial times. In the past four years, the City of Sterling Heights has worked strategically to communicate the future vision for the community, and in doing so, successfully passed two millage proposals. Sterling Heights voters weighed-in "yes" on millages to fund both public safety with "Safe Streets" and quality of life services with "Recreating Recreation." In both cases, the City of Sterling Heights used a playbook of marketing, public information, public forums and targeted outreach to citizens to help educate the masses on the proposals. In this session, Sterling Heights leaders will share how they ran both campaigns and their successes and difficulties along the way.

Moderator: Jessica Lienhardt, Asst. to the City Manager, Brighton

Speakers: Mark Vanderpool, City Manager, Sterling Heights
Melanie Davis, President & CEO of Sterling Heights Regional Chamber of Commerce and Industry
Bridget Kozlowski, Community Relations Director, Sterling Heights

Caring for Those Who Serve & Protect**Location:** Michigan V

Ottawa County had a "typical" EAP contract, with very low utilization and demonstrated value to the organization and employees. Hear about how a new approach, particularly with law enforcement, has adjusted the culture where asking for help is seen as a sign of strength rather than weakness. Our experience will be communicated through stories and data demonstrating the success of the new approach. Particular attention will be paid to the peer support team in the Sheriff's Office and how EAP is helping to support the men and women in law enforcement that often experience the worst while serving to protect our communities.

Moderator: Keith Van Beek, Deputy County Administrator, Ottawa County

Speakers: Valerie Weiss, Undersheriff, Ottawa County
Marcie Ver Beek, HR Director, Ottawa
Bob VandePol, Director of EAP, Pine Rest
Christian Mental Health Services

Building Successful Internship Programs**Location:** Petit Ballroom

A vital tool in the development of future municipal executives is meaningful municipal internship programs. Hear from managers who have developed successful internship programs in their organizations and how these programs have helped develop the next generation of municipal executives, and how the internship program has benefitted their own organizations.

Moderator: Amanda Opalewski, Risk Management Specialist,
Sterling Heights

Speakers: Kirsten Wyatt, Executive Director, ELGL
Victor Cardenas, Asst. City Manager, Novi
Julius Suchy, Village Manager, Sparta

12:15–1:45 pm

Lunch & Announcements

Location: Michigan I/II

Speakers: Keith Van Beek, MME President & Deputy County
Administrator, Ottawa County
Helaine Zack, MME Manager in Transition
Counselor & Commissioner, Oakland County

Lunch sponsored by Dickinson Wright

1:45-2:00 pm

Break

Sponsored by Benzinski & Co.

2:00–3:00 pm

**Keynote Presentation - Sink or Swim: Recruitment,
Retention, & Succession Planning in the Silver Tsunami**

Learn about strategies your organization can use to recruit, retain, and grow a strong and diverse workforce. Practical concepts from across the country as compiled by ELGL, the Engaging Local Government Leaders network, will be shared and discussed.

Location: Michigan I/II

Moderator: Amanda Opalewski, Risk Management Specialist,
Sterling Heights

Speaker: Kirsten Wyatt, Executive Director, ELGL

3:15-4:45 pm

Concurrent Sessions

Keynote Session Follow-up

Location: Michigan III

This is an opportunity to further discuss and explore concepts in recruiting and developing a diverse workforce in a casual roundtable discussion.

Moderators: Jessica Lienhardt, Asst. to the City Manager,
Brighton
Amanda Opalewski, Risk Management
Coordinator, Sterling Heights

Speakers: Kirsten Wyatt, Executive Director, ELGL

Student Session – Presented by the NextGen Committee

Location: Michigan IV

This session is tailored to current students looking to enter the profession upon graduation. Managers will share their backgrounds, tools they utilize in their position, and other information to help students prepare for the next step in their career.

Moderator: Aaron Desentz, City Manager, Leslie

Speakers: James Freed, City Manager Port Huron
Mike Womack, City Manager Cedar Springs

April Lynch, City Manager Ferndale
Sam Janson, City Manager North Muskegon

Smart Perspectives - A National View of The Challenges and Opportunities Surrounding Smart Cities

Location: Michigan V

Smart Cities are here and evolving quickly as the internet of things (IOT) expands and impacts municipal services around the globe. The smart city industry is projected to be a 400-600 billion dollar market by 2020. This presentation will share what communities are thinking based on recent survey data and offer ideas on what that means for local leaders who are working quickly to adapt, and position their communities be competitive and 'smart' in the future.

Moderator: Courtney Nicholls, City Manager, Dexter

Speakers: Aaron Domini, Senior Planner, OHM Advisors

Retirement Readiness in the New Fiduciary & Digital Age

Location: Petit Ballroom

Future City Managers will be challenged by a new generation of employees who are not retirement ready. Behavioral Economics and technology will drive readiness outcomes for millennials. City Managers will need to become more engaged to ensure their benefit plans are educationally compliant from a fiduciary perspective in the age of the decline of the paternalistic Defined Benefit and retiree health care arrangements.

Moderator: Christian Wuerth, Village Manager, Milford

Speakers: Jason Ashline, Regional Manager, ICMA-RC

5:30–7:00 pm

Past President’s Dinner – Invitation Only

6:00- 8:00 pm

NextGen Dinner

Location: Conor O’Neill’s, Downtown Ann Arbor
Advance Registration required. Limited Seating.

Sponsored by RW Baird

Thursday, February 1

8:00 am–5:00 pm

Registration Open

Location: Michigan Concourse

8:00 am–5:00 pm

Executive Coaching

Location: Boardroom and Coaches Room

CC1: TBD

CC18: TBD

8:15 – 8:30 a.m.

ICMA Conference Update

Speaker: Russ Taylor, Township Manager, Thomas Twp.

Location: Michigan I/II

8:30–9:45 am

**General Session
Ethics Update**

Location: Michigan I/II

Moderator: James Wickman, Township Manager, Hartland

Speaker: Martha Perego, Director, Member Services & Ethics, ICMA

9:45–10:00 am

Break

10:00–11:30 am

Concurrent Sessions

Changes in the Healthcare Landscape You Need to Know

Location: Michigan IV

There is a movement to demand greater cost transparency within healthcare plans. As a result, the marketplace is reacting, offering more options like group purchasing and direct contracting to manage underlying costs. We will also provide an update on a recent decision by the Michigan Supreme Court regarding PA 152!

Speakers: Mark Manquen, President, Cornerstone Municipal Advisory Group, LLC

Fiscal Health and Wellness Through Thoughtful Priority Based Infrastructure Planning

Location: Michigan V

Local governments continue to face previously unknown financial and political pressures as they struggle to develop meaningful and fiscally prudent budgets. Fiscal Health and Wellness through Priority Based Infrastructure is a unique and innovative approach being used across the Country.

Moderator: Aaron Desentz, City Manager, Leslie

Speaker: Wesley Walker, Regional General Manager, Siemens Industry, Inc.

Storymapping: Telling your municipal story in a snappy way!

Location: Petit Ballroom

We're telling the City of Battle Creek 2017 story in a fun, interactive way. Using the ESRI software suite we already use to create various maps, the story map format will share highlights from across our organization using text, but also maps, images, video, and click-on interactions.

Moderator: Eilis Seide, Asst. to the City Manager, East Lansing

Speaker: Rebecca Fleury, City Manager, Battle Creek
Jessica VanderKolk, Communications Manager, Battle Creek

11:45–1:15 pm

Lunch

Location: Michigan I/II

Sponsored by Garan Luchow Miller PC

ICMA Update

Speaker: Wall Bobkiewicz, Midwest Regional VP, ICMA & City Manager, Evanston, Illinois

MME Committee Updates

Updates on new initiatives and ongoing projects from each of the four MME committees – Ethics, Professional Development, NextGen, and Experience.

Speakers: Rebecca Fleury, City Manager, Battle Creek
Aaron Desentz, City Manager, Leslie

1:15–1:30 pm

Break

1:30–2:45 pm

General Session

User-Centered Design and ADA Compliance for Websites and Digital Systems

Location: Michigan I/II

Meeting the needs of your constituents entails more than just putting information on a website or providing access to new technologies. Ensuring that websites and systems can be easily and effectively used is critical, as is providing access to individuals with disabilities. This session will describe ways to determine whether systems and services meet user needs and how to improve them, as well as the ADA accessibility requirements that apply to digital technologies (including websites, mobile apps, and electronic voting systems), and how you can determine whether your systems are compliant.

Moderator: Arnold Weinfeld, Director, Urban Policy Initiatives
University Outreach and Engagement, MSU

Speaker: Sarah Swierenga, Director, Usability/Accessibility
Research and Consulting (UARC), MSU
Graham Pierce, Assistant Director,
Usability/Accessibility Research and Consulting
(UARC), MSU

2:45–3:00 pm

Break

Sponsored by Michigan Planners

3:00–4:15 pm

Concurrent Sessions

Are you Ready for the Next Downturn

Location: Michigan III

This expansion phase of the business cycle is now among the longest on record. Before the next downturn arrives, are you prepared? This interactive session outlines best practices for “stress testing” your budget and improving fiscal sustainability: long-range financial planning; compensation and retiree benefit strategies; targeting reserves; and smart investment.

Moderator: Courtney Nicholls, City Manager, Dexter
Speakers: Michael Nadol, Managing Director, PFM Group

A Strategic View of Retirement Plan Governance

Location: Michigan IV

Are you a fiduciary? If you manage an employee benefit plan and its assets, you have fiduciary responsibility for the plan. This session will cover best practices for a retirement plan fiduciary, ways employers can balance plan affordability with adequacy, and how you can help employees prepare for a secure retirement.

Leadership & People-Are you the Problem or Solution

Location: Michigan V

This session will share how:

- Defining a purpose for an organization,
- Knowing your team and caring about what they care about,
- Utilizing people's strengths and what they are passionate about,
 - Defining leadership characteristics and
 - creating a cohesive team drives an organization to success.

It will share how empowering multi-generations with leadership skills allow your organization to do more with less by creating an environment where staff are empowered to make the decisions necessary for your organization to thrive.

Moderator: Vester Davis, Asst. to the City Manager, Grand Haven

Speakers: Matt Davis, President, Wightman & Associates
Jamie Balkin, Director of Marketing, Wightman & Associates

Tweets, Texts, & More

One of Michigan's foremost leaders in the area of municipal law will discuss current trends in the area of sexual harassment and discrimination in the workplace and how to minimize and eliminate claims of wrongful conduct. Some of the trends may surprise you!!

Location: Petit Ballroom

Moderator: Christian Wuerth, Village Manager, Milford

Speakers: John Gillooly, Esq., Chairman, Garan Lucow Miller

4:30–6:30 pm

Vendor Reception

Location: Grand Ballroom

7:30 pm

Managers Activity

Location: Michigan I/II/III

Sponsored by RW Baird

Friday, February 2

8:30–9:15 am

Breakfast & MME Annual Meeting

Location: Michigan I/II

Facilitator: Keith Van Beek, MME President & Deputy County Administrator, Ottawa County

Breakfast sponsored by ICMA-RC

9:15–10:15 am

Legislative Update

Location: Michigan I/II

Moderator: Vester Davis, Asst. to the City Manager, Grand Haven

Speaker: Chris Hackbarth, Director, State & Federal Affairs, Michigan Municipal League

10:15–11:30 am

Closing General Session

Treasury's New Community Based Partnership Model

Location: Michigan I/II

To provide information on treasury's new approach to building partnerships with local governments in order to help maintain local fiscal health.

Moderator: Pat Sullivan, MME President-Elect & City Manager, Northville

Speaker: Eric Scorsone, Deputy State Treasurer, Michigan Treasury

11:30 am–1:00 pm

MME Board of Directors Meeting

Location: Petit I